

Reinvent your business with new models of customer engagement

Focus on customer experience



42% Underperformers | 54% Outperformers

Disrupt or be disrupted

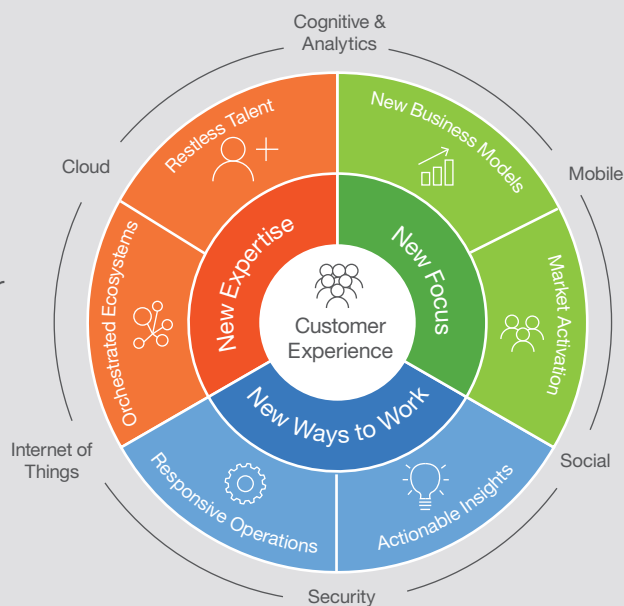
It's the challenge of our times. Outperforming enterprises focus more heavily on improving the customer experience, making it the key differentiator between who is winning the digital revolution.

The driver is simple

People everywhere expect to do business digitally. Their last great experience becomes their standard expectation, and they'll change who they do business with if their expectations aren't met.¹

The center of your digital transformation

To reinvent your own business, think about your customer first. Businesses get the most value out of their digital transformation when they redefine how they go to market, to reshape markets in their favor. By orienting your operations around new engagement models, your business can reap more rewards. Better customer experience, enabled by a higher performing organization, builds greater customer satisfaction, improved financial performance and more defensible market positions.



How can IBM help?

IBM helps accelerate the process of reinvention. Coupled with our range of assets and innovations, it's designed to jump-start your journey of transformation.



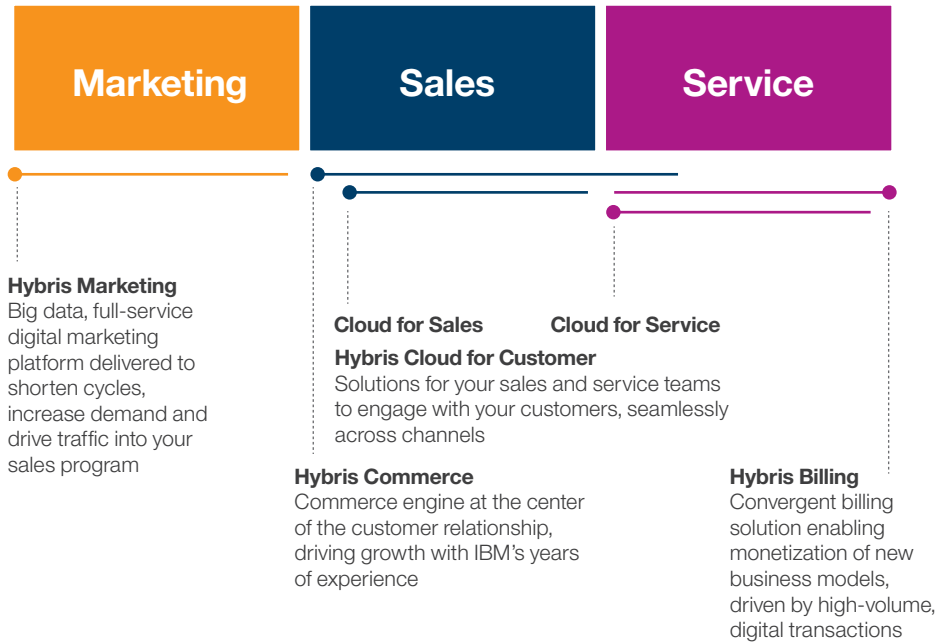
Start your journey today

Learn more about IBM's digital transformation program with SAP and a customer experience based on SAP Hybris at ibm-sap.com/digital_reinvention

SAP Hybris with IBM

Unlock the full value of SAP Hybris with IBM

As a Global Gold partner of SAP Hybris, and a leading partner of SAP, IBM can transform how you seamlessly engage your market across the full lifecycle of the customer relationship.



Why IBM?

IBM Strategy and Consulting

Industry-focused expertise to help you reinvent your business

IBM Interactive Experience

Full-service, in-house experience design agency

IBM and SAP Alliance

The IBM and SAP alliance has helped invigorate and transform businesses for decades

IBM and SAP Hybris Alliance

A leading partner for SAP Hybris with a global reach

IBM Cognitive Solutions

IBM is leading the way in delivering cognitive services and solutions, combined with SAP Hybris

IBM Cloud for SAP Hybris

IBM can run Hybris in the cloud, across the full suite of products

IBM MobileFirst for iOS

Native iOS apps integrated with SAP and SAP Hybris, tailored for your industry

Visit us online to learn more about IBM's services and solutions for SAP Hybris, and take an assessment to see how IBM can help. ibm.co/1Yph6FS